Customer Complaints about E-Commerce Sites: Content Analysis

Merve TURKMEN BARUTCU
Sakarya Unıversity

Burcak BASAK
Sakarya Unıversity

Abstract: The number of ınternet users who are online shopping day by day increases. The development of the Internet has enable a more effıcıent means for consumers to gather product information, compare prices, and make purchases at any time and from anywhere. Growth in e-commerce volume suggests the need for an increase of investigations into online complaint activity. The Web-based consumer opinion platforms enable customers to share their opinions on and experiences with, goods and services with a other consumers. The purpose of this paper is to identify the dimensions of customers' e-complaints behavior towards e-commerce sites, and determine the rate of e-commerce sites' managements respondency to these complaints. The data obtained from one of the most popular Turkish e-complaint sites "Sikayetvar.com". In total, 6 e-commerce sites with highest complaint rates were selected as cases of the study. The consumer complaints from these e-commerce sites were analyzed through a qualitative content analysis. 26 January 2018 and 2017 were selected as the timespan for the complaint research. We chose 6 e-commerce sites, and we took 50 complaints from every group, a total of 300 consumer complaints for the analysis. The results indicated that, the subjects that the consumers most complain about have been identified as defective products, product return, refund, and behavior of call center employees. The most prominent problems with regard to order processing are observed as cancellation of order and non-delivery related issues.

Keywords: E-Commerce, Consumer complaints behavior, Content analysis

Introduction

Complaints generally indicate dissatisfaction. Consumer complaint is important in terms of customer relations management. The development of the Internet has enable a more effıcıent means for consumers to gather product information, compare prices, and make purchases at any time and from anywhere. Day by day, technological developments will continue to be crucial components of customer-firm interactions (Meuter et al., 2000). Customers can report their complaints to a large number of people, with little effort in the electronic environment (Goetzinger, 2007).

In today's, being customer oriented is important for all business. A large number of businesses are using information technology to handle customer complaints. Growth in e-commerce volume suggests the need for an increase of investigations into online complaint activity. In this study, it was aimed to analyze the complaints of the customers about the online e-commerce sites and to present the suggestions that would benefit the sector representatives by evaluating the complaints. The purpose of this paper is to identify the dimensions of customers' e-complaints behavior towards e-commerce sites, and determine the rate of e-commerce sites' managements respondency to these complaints. In this context, 300 complaints of 6 major e-commerce sites were analyzed and the results evaluated.

Literature Review

Complaints may arise if the consumer is under a service expectation. Although the customer complaint is one of the most studied topics in marketing every time is important because of customer feedback (Argan, 2014).Consumer complaints is an important feedback mechanism for companies to control consumer satisfaction from their products and services. Businesses benefit from consumer complaints in order to gain competitive advantage. In terms of gain loyal customers are very important managing complaints and overcome them.

The complaint is briefly defined as the customer's negative feedback (Bell et al., 2004). The complaint arises when there is a mismatch between the customer's expectations from the product and the suitability of the product for its intended use (Odabaşı ve Barış, 2002). Complaints can provide information to retailers and manufacturers about consumers' existing needs (Sanes, 1993). Complaints for businesses have a vital prescription. Complaints; should be seen as the most useful and meaningful source of information to enhance customer satisfaction (Heung ve Lam, 2003).

Consumer Complaining Behavior can be defined as the responses given to unsatisfactory situations (Singh, 1988). Complaint behavior is one of the answers to dissatisfaction perceived in the post-purchase phase. Consumers' complaints are derived from their dissatisfaction as a response to perceived negative feelings (Crie, 2003). Dissatisfied customers are more likely to switch brands and might tell their dissatisfaction to the people around them or complain directly to the company (Gilly et al., 1991; Halstead and Dröge, 1991; Davidow and Dacin, 1997). Dissatisfied consumers can damage the company's reputation (Richins, 1983; Clopton et al, 2001) and this situation can be resulting in the loss of potential and existing consumers (Stephens & Gwinner, 1998). The solution of customer complaints is important in terms of creating customer satisfaction and creating customer loyalty in connection therewith. The cost of acquiring a new customer is more than keep the client at hand (Bowen ve Shoemaker, 1998).

Internet is a revolutionary characteristic for consumer complaints behavior (Goetzinger, 2007). In today's with the increase in internet usage, consumers are able to communicate with each other and businesses online. Researchs show that the Internet influences consumer behavior, especially post purchasing (Neale vd., 2006; Rust ve Lemon, 2001). When considered in parallel with the increase in Internet usage rates, the e-complaint rates of the customers are thought to increase (Goetzinger, 2007). Most of businesses are able to access customer complaints more simply in the internet environment. Consumers may be exposed to electronic WOM (e-WOM) through websites, blogs, chatrooms, or email (Hennig-Thurau et al., 2004). Through e-WoM, consumers not only reach a large number of consumer but also have a chance to transmit their complaints easily to the target businesses (Bechwati and Nasr, 2011).

E-commerce developed thanks to the internet in recent years has enabled the possibility of offering all kinds of products and services directly to customers. With e-commerce, businesses can market their products and services without the need for a physical location. Opening an electronics store requires a lower cost than a physical store. In the same way, consumers are experiencing shopping much easier.

The Web-based consumer opinion platforms enable customers to share their opinions on and experiences with, goods and services with a other consumers. Consumers can easily share their complaints online for potentially millions consumer to read via the complaint web sites (Bechwati and Nasr, 2011). There are some web sites have also in Turkey for consumer complaint platform. These web sites give chance to write their complaints about consumer dissatisfaction. In Turkey, the biggest web site concerning consumer complaints is www.sikayetvar.com. The web site is online from 2001 and a total of 5.290.263 consumer e-complaints were received (sikayetvar.com, 2017). This web site was established in 2001. Sikayetvar.com is basically a system based on expressing dissatisfaction and seeking solutions for people who buy a product or service. Sikayetvar.com have 3.222.200 individual users and 74.215 registered brands. . This web site is online from 2001 and a total of 5.927.790 consumer e-complaints were received (sikayetvar.com, 2018).

The volume of online shopping is getting bigger as internet technology gets into every field of our lives and advantage of e-commerce. Therefore, researches on e-commerce are very important. It is aimed that the results obtained without this work will guide the practitioners. As a result of the literature review, no studies were conducted on the complaint of online shopping sites through content analysis. For this reason, it is thought that the study will contribute to the literature. The study deals with the concept of e-commerce in general. In this context, the application was made on e-retail businesses. In this study, it is aimed to analyze customer complaints about online shopping sites and to evaluate the emerging results.

Method

Data Collection and Analysis

The data was collected from www.sikayetvar.com. Within the scope of the study, complaints were analyzed for n11.com, hepsiburada.com, gittigidiyor.com, morhipo.com, trendyol.com, markafoni.com sites. These sites are members of sikayetvar.com as an institution. The data to be analyzed is collected from the last 50 complaints of each online shopping site backwards from 19 February 2018. A total of 300 complaints from 6 online e-commerce sites were evaluated for analysis.

Complaints were examined in the Max Qda qualitative analysis program. Codes to be used in analysis; 3 main codes, 8 sub codes belonging to these main codes and 26 detail codes belonging to these sub codes. The codes were created according to the complaint index report that sikayetvar.com site was published in 2012. In order to ensure internal consistency in the study, two independent academicians outside the researchers examined the coding and the agreement between the determined themes was determined. The number of complaints subject to analysis is 300. At the end of coding, 670 codes are generated. This is because the statements in the complaint can be coded with more than one code at the same time.

Results and Discussion

When the 3 main codes, 8 sub codes and 26 detail codes obtained from the complaint index report are evaluated in detail, the following code matrix has emerged (Table 1). The complaint codes of all e-commerce sites examined are numerically close to each other. However, complaints about the site of markafoni.com are higher than others with 131 accent. On the other hand, the most complicated process is the sales process with 301. Within the complaint data, consumers complained about sub codes which are mostly included in the sales process. Within the sales process, consumers are having the most trouble sending defective products. Consumers who live the most miserable product problem are those who shopped at trendyol.com. Therefore, Trendyol is the most problematic e-commerce site in terms of defective product delivery compared to the other 5 enterprises.

In the complaints, 204 complaints followed the after sales process. The biggest problem of the consumer after the sale is the issue of extradition. The e-commerce site that has the most problems in returning is gittigidiyor.com. Customers of gittigidiyor.com site are experiencing major problems in returning.

Table 1. Emphasis numbers of main, sub and detail codes

Kod Sistemi			n11	hepsiburada	gittigidiyor	trendyol	morhipo	markafoni	TOPLAM
DİĞER									0
ÇAĞRI MERKEZİ									0
	hizmet								0
		personel	3	3			2	1	9
		sorun çözme	13	9	8	13	11	13	67
	iletişim								0
		bilgilendirme	7	5	4	11	13	18	58
		çağrı mer erişim	5	5	19	1		1	31
SATIŞ SONRASI									0
	yetkili/teknik servis								0
		yönlendirme/takip	2	1	2	1			6
		garanti işlemleri	1	10	1	4	4	8	28
	sipariş işlemi								0
		takip	1	3	5	2	2	4	17
		iptal	3	4	2	1	13	12	35
	iade/değişim								0
		değişim	2	1			3	4	10
		iade	19	16	27	12	10	24	108
SATIŞ SÜRECİ									0
	web sitesi								0
		üyelik	5		3	2		1	11
		içerik	1	4	6		4	5	20
		erişim						1	1
	fiyat/kampanya								0
		ödeme	3		5	1	3		12
		kampanya		2		1	1	1	5
		sms/mail					1		1
		h.çeki/kupon	3	2		1	2		8
	ürün teslim								0
		yanlış ürün	4	6	1	10	8	6	35
		kargo ücreti	1	2	2	3	1	2	11
		paketleme				1	2		3
		ürün kalite	3	1	2	4	5	5	20
		kargo takip	6	3	2	9	3	3	26
		geç teslim	3	2		5	1	3	14
		ayıplı ürün	10	7	5	20	10	17	69
		eksik ürün	5	7		1	3	1	17
		teslim etmeme	7	7	15	2	16	1	48
Σ TOPLAM			107	100	109	105	118	131	670

As a result of recalling the codes in the analysis program and re-examining the texts of the return codes, it was found that the most important element of the return complaint was that the fee was not refunded as a result of the return process. The greatest portion of the return problems experienced in all the e-commerce sites examined constitute refund. In the complaints marked with call center code; The main elements of the complaints are that the call center does not inform and can not solve the problems experienced. In the complaints about the call center, 33 emphasis and markafoni.com and 31 emphasis go out.

In the following visual map (Figure 1), there are problems in the return category at the beginning of the problems that the cases have experienced as understood from the distributions of all cases. When the map is reviewed, the return category; problem solving, non-delivery, informing, defective product, cargo tracking, cancellation and call center access categories.

Figure 1. Visual map of the categories and codes
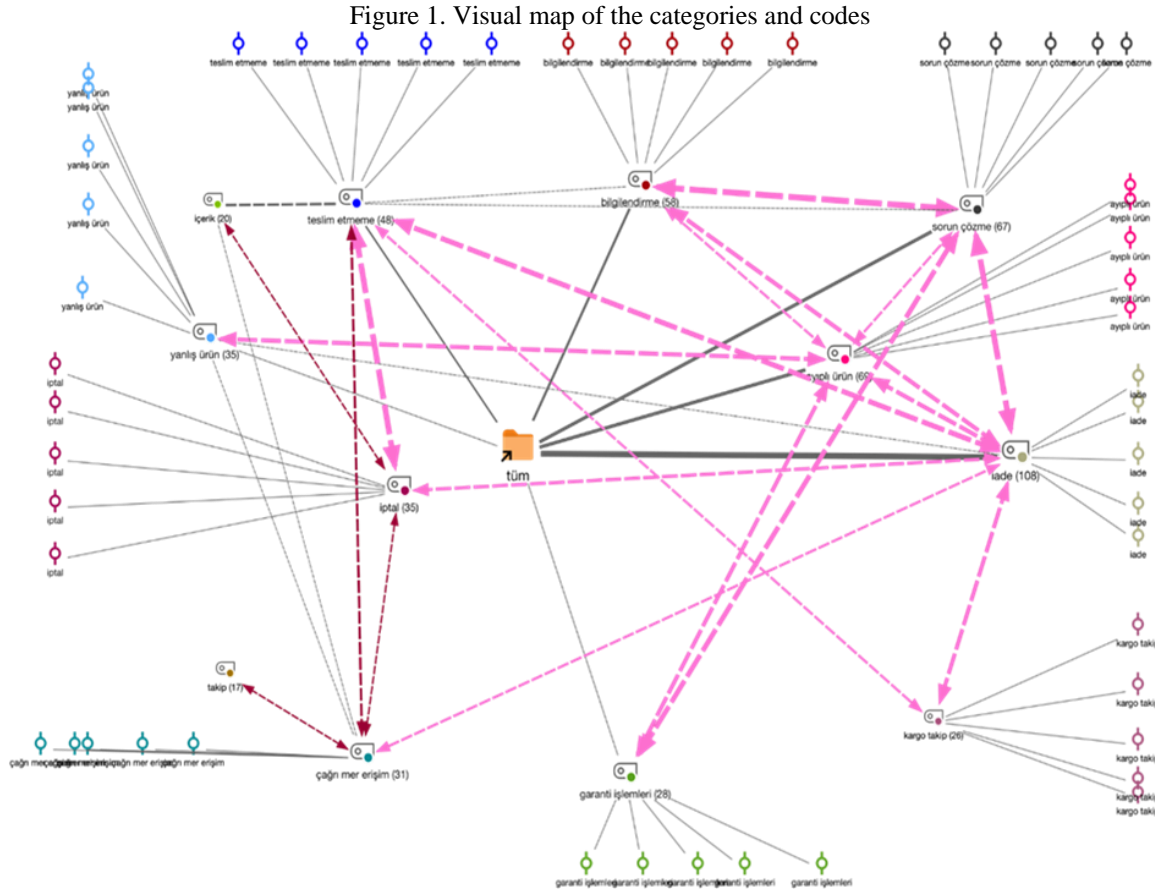
The strongest link with return complaints is seen among the problem-solving categories. This link can be interpreted that the customers who have problems about the return find that the company's problem solving abilities are insufficient. Complaints about returns also work with non-delivery. The reason for this relationship is that the non-refunds of the non-delivered items were found to be complaints. This result is achieved by recalling some texts of the codes. Regarding the canceled products, the same difficulties are experienced and the return and cancellation codes work together. The complexity of e-commerce sites makes it difficult to cancel because the cancellation code also has a relationship with the content category of the site. It seems that the return code is also associated with the information code. As a result of text recall processes, customers were not informed about the return process. Uninformed customers are also experiencing difficulties in reaching the call center and can not find a solution to the problem. Customers are not informed about the process and can not reach the call center, but also have difficulties with cargo shipment of returned products at the same time. The most complaints about the return were made about gittigidiyor.com and markafoni.com.

The second biggest problem that the cases experience is the problems in the defective product category. Defective product category works in conjunction with problem solving, information, false product, warranty procedures and return codes. The most powerful relationship with the defective product category is the wrong product category. It is the result that the cases specify the wrong product as defective product. That is,

consumers can not distinguish between the defective product and the wrong product. The most complaints about defective product were made about trendyol and markafoni firms.

The lastly, biggest problem is problem solving. Problem solving is in strong connection with informing, warranty operations and return categories. Consumers find that their problem solving ability is inadequate because they have problems in return transactions, they are not informed about the process and they have problems in warranty transactions. The most complaints in this regard were made about n11, trendyol and markafoni.

Conclusion

Add conclusions here. Add conclusions here. Add conclusions here. Add conclusions here. Add conclusions The development of long-term relationships by creating value for customers is the main objective of today's customer-focused applications. The increasing importance of the work for the share of the customers in terms of market share is pushing the enterprises to realize various applications in order to provide customer satisfaction and loyalty (Kayabaşı, 2010).

As a result, the complaint seems to emphasize a negative point, but it also has positive implications for businesses to go out of customer dissatisfaction and overturn the erroneous business processes. In this case, it may be more beneficial for a customer who does not express a customer complaint expressing his or her complaint (Arpacı, Ö. and Toylan, N.V., 2015).

In the light of the findings, complaints have been made that each online shopping site is taken from the consumers. These results provide various information for solving the problems that consumers have experienced and for ensuring customer satisfaction. As a result of the research, practitioners can work more efficiently by focusing on these issues because it has been determined what kind of difficulties in the process for consumers.

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Author Information

Merve Turkmen Barutcu
Sakarya University
Sakarya Business School, Sakarya/Turkey
Contact e-mail: mturkmen@sakara.edu.tr

Burcak Basak
Sakarya University
Sakarya Business School, Sakarya/Turkey